

RECOMMENDED 2005 RECYCLING AWARD RECIPIENTS AND PROGRAM DESCRIPTIONS

AWARD CATEGORY: LARGE BUSINESS

AWARD RECIPIENT: Panasonic

Panasonic's headquarters is located in Secaucus and employs 2500 people. Through an aggressive recycling and reuse program, over the last 4 years they have increased their recycling rate from 55.12% to 86.87% and decreased their disposal from 525 tons to 231 tons annually. Panasonic recycles cardboard, paper, metal, cans and bottles, pallets, kitchen grease, food waste, carpet, wire, stone, furniture, ceiling tiles, concrete, asphalt, grass and leaves, and construction debris. Builders working on construction projects for Panasonic are required to separate on-site construction debris for recycling. Panasonic has re-carpeted their facility in recycled carpet.

Panasonic maintains an ongoing education and re-education program. Recycling containers and posters are prominently displayed, and classes are held for new employees and vendors.

AWARD CATEGORY: MUNICIPAL COORDINATOR

AWARD RECIPIENT: Nancy Mason, Belvidere

Nancy has proven her commitment to recycling through the years as she invented both her career in recycling and parts of the Warren County recycling program itself. She chaired the Belvidere Recycling Committee and with that committee opened the town's first drop-off recycling center, and collected and marketed commodities. It was through her that this small town of 2800 people became accustomed to recycling at home. She also provided outreach to schools and civic groups, and used the county newsletter and local papers to keep interest in recycling high.

Nancy left her position of municipal coordinator in the mid-80s to work elsewhere and eventually began working for Warren County as a supervisor. In the late 90s, while working full-time for the county, she became Belvidere's recycling coordinator again, and also assumed coordination of the town's clean communities program. She fulfills the normal duties, such as preparing the tonnage grant forms and the municipal calendar, and also leads cleanups with civic groups and hosts information sessions. She added cardboard to the list of commodities collected and arranged for county pickup. She also placed collection containers in all schools and in many municipal buildings.

Her efforts have led to impressive recycling numbers. According to the 2004 tonnage reports, Belvidere residents recycled, on average, .63 tons per person.

AWARD CATEGORY: OUTREACH/MEDIA

AWARD RECIPIENT: Middlesex County Improvement Authority

Since 1995, the Middlesex County Improvement Authority has educated its residents about recycling programs and issues through numerous publications, presentations, and their recycling education robot, MC Blue.

MC Blue is made entirely from materials that can be or were already recycled. The MCIA produced numerous interactive scripts to be used by MC Blue to help entertain and educate children and adults throughout the county on the importance of recycling, and the robot has reached more than 126,000 residents. During the presentations, audiences are able to see and touch various items made from recycled materials. MC Blue performs free of charge at schools, day care centers, scouting groups and other organizations.

The MCIA also sets up a recycling display at various events throughout the year, and provides guest speakers for school career days and adult organizations. The MCIA reached approximately 13,222 people in 2004 through 91 different presentations.

The MCIA has recently published the third edition of its donation recycling directory, "Reuse It Again". This directory contains a list of more than 85 nonprofit organizations throughout Middlesex County that are willing to accept items to be recycled. Over the years, the county has distributed over 50,000 "Reuse It" booklets to its residents through municipal recycling offices, public libraries, and community events.

AWARD CATEGORY: OUTREACH/MEDIA

AWARD RECIPIENT: Monmouth County Planning Board

The Monmouth County Planning Board has made a commitment to educate as many residents as possible about recycling by developing and distributing effective publications. They have produced two posters to be placed near collection bins at work locations and at school. They have also developed four brochures with a cohesive design and theme to support their recycling program. The four brochures, entitled "Employee Recycling", "School Recycling", "Guide to Business Recycling", and "Guide for Cleaning Services", have received positive responses from the various audiences. The "Guide for Cleaning Services" is printed in both English and Spanish.

AWARD CATEGORY: RECYCLING INDUSTRY

AWARD RECIPIENT: Ocean County Materials Processing Facility

The Ocean County Materials Processing Facility opened in June 1991 and through June 2005, the facility processed 1,031, 706 tons of recyclable materials. The facility generated \$30, 456,995 in net revenue and the tipping fee savings for the materials processed at the MPF is \$65,358,576. The facility was designed to process all the newsprint, cardboard, mixed paper and commingled generated each year. In 1995, the County began the Recycling Revenue Sharing Program with their municipalities. Since that time, the county has shared \$5,000,000 with the municipalities. In 2000, the County began the Municipal recycling Mini-Grant Assistance Program as a 50/50 matching grant program. The purpose of the program is to fund the construction of new recycling drop-off centers or improvements to existing drop-off centers. This is a competitive grant program and proposals are evaluated by the Ocean County Solid Waste Advisory Council. The program has resulted in new recycling centers being built in Berkeley Township, Tuckerton, Little Egg Harbor Township, Beachwood and Ship Bottom, and improvements to recycling centers in twenty municipalities.

AWARD CATEGORY: SMALL BUSINESS

AWARD RECIPIENT: Basil Bandwagon Natural Market

Basil Bandwagon Natural Market was established on Earth Day 1993. The market generates only 12.48 tons of waste per year, and reduces its environmental impact by recycling packaging materials, plastic, metal, glass, cardboard, produce and dated food. The market recycles 3.05 tons of commingled plastic, glass and metal, 17.23 tons of cardboard, 2.48 tons of less-than-perfect produce, and 5.72 tons of expired bread. A total of 14.4 tons of recycled paper is used annually for advertising by way of the Basil Bandwagon sale flyer. The energy efficient, recycled and earth-friendly building materials used in the construction of the newly-expanded location reflect and enhance the environmental nature of the business. The store's construction materials include recycled floor tile, recycled fiber carpet, bathroom dividers made of recycled milk bottles, and recycled shelving and office furniture.

The market sells recycled and bulk paper personal care products, 100% recycled aluminum foil, cellulose sponges made with 50% post-consumer recycled materials and products made of recycled paper. Greeting cards sold are printed on recycled paper or made of Kenaf, a fibrous plant.

An ongoing in-store display explains the recycled materials and energy saving measures used in the construction of Basil Bandwagon Market.

AWARD CATEGORY: COMMISSIONER'S AWARD

AWARD RECIPIENT: Cumberland Farms

Cumberland Farms was the first convenience store chain to develop and execute plans to offer their patrons the opportunity to separate their drink bottles and cans from their trash for recycling. For this purpose, Cumberland Farms had to renegotiate their trash collection service and physically rearrange their operations to make space for rolling containers for the commingled material, and research and purchase collection containers for the storefront. Cumberland Farms now has collection containers and service at every New Jersey location, and public response has so far been favorable.

Placement of collection containers alongside garbage cans in public places will encourage citizens to recycle the bottles and cans they purchase away from home. Cumberland Farms' rapid, good faith effort is, so far, exceptional in the convenience industry.

AWARD CATEGORY: COMMISSIONER'S AWARD

AWARD RECIPIENT: Newark Beth Israel Medical Center

The Newark Beth Israel Medical Center is home to New Jersey's largest hospital-based dental program, where state-of-the-art technology is combined with general and specialty services including dental care for the medically-compromised and disabled. Annually, the department sees 20,000 patients in its outpatient facility. With 92 attending dentists, five dental residents and more than a dozen additional dental personnel, the department offers its patients total dental health and emergency dental care.

Mercury is an elemental substance that, once released into the environment, swiftly bioaccumulates, spreads, and shifts between all media. Although the toxicity of mercury has long been established, discussions and debates regarding amalgam use continue between dentists and other dental and health-care professionals, and the American Dental Association generally continues to regard the use of mercury amalgam fillings as safe. However, the very progressive/proactive dental program of Newark Beth Israel Medical Center understands the risks associated with mercury and has effectively acted to reduce and eliminate the use of mercury from its practice. Within the past year, the Medical Center's dental program has incorporated services provided by Dental Recycling of North America (DRNA) into its practice. DRNA's state-of-the-art award-winning amalgam separation technology includes reasonable costs for its mail-back service, safe packaging, multiple-container sizes, full cradle to grave audit trail, and sound handling by a certified USEPA mercury amalgam recycler.

Since 1979, the Medical Center has also been engaged in the practice of recycling dental film.

